

**GUIDELINES FOR 6 WEEK PROJECT WORK 22MBAPR407  
(BETWEEN 3<sup>RD</sup> AND 4<sup>TH</sup> SEMESTER MBA)**

<b>PROJECT REPORT</b>			
<b>Course Code</b>	<b>22MBAPR407</b>	<b>CIE Marks</b>	<b>50</b>
<b>Teaching Hours/Week (L:P:SDA)</b>	<b>0:12:0</b>	<b>SEE Marks</b>	<b>50</b>
<b>Total Hours of Pedagogy</b>	<b>00</b>	<b>Total Marks</b>	<b>100</b>
<b>Credits :</b>	<b>06</b>	<b>Exam Hours</b>	<b>00</b>
<b>OBJECTIVE</b> To expose the students to understand the working of the organization/company / industry and take up an in-depth study of an issue / problem in the area of specialization.			
<b>STRUCTURE</b> The Project Work shall consist of study of any organizational Problem based on specialization for 6 credits for 6 weeks.			
<b>GENERAL GUIDELINES</b> <ul style="list-style-type: none"> <li>• The project work shall be for a period of 6 weeks immediately after the completion of 3rd SEE but before the commencement of the 4th semester classes.</li> <li>• The Course code of the project report shall be 22MBAPR407 and shall be compulsory for all the students opting for all specializations.</li> <li>• The University shall receive 2 copies of project reports prior to the commencement of the 4<sup>th</sup> semester examination. Copies of the project report should be sent to the concerned Regional Office with intimation to the Registrar (Evaluation).</li> <li>• By keeping the business trend in the present scenario, university has given an option to the students to select the research problem either from business organization or they can carry out the project on freelance basis subject to the approval of department committee.</li> <li>• It is the total responsibility of the internal guide to monitor the freelance project.</li> <li>• In case, business problem selected from a Company, no two students of an institute shall work on the same problem in the same organization.</li> <li>• The student shall seek the guidance of the internal guide on a continuous basis, and the guide shall give a certificate to the effect that the candidate has worked satisfactorily under his/her guidance.</li> <li>• On completion of the project work, student shall prepare a report with the following format.</li> <li>• The Project report shall be prepared using word processor viz. MS Word with New Times Roman, 12 font size.</li> <li>• All the reports shall be printed in the A4 size 1" margin on all the sides.</li> <li>• The report shall be hard bound facing sheet of royal blue color indicating the title of college and month &amp; year of admission (spiral binding not permitted).</li> <li>• A certificate by the guide, HOD and Head of the institution indicating the bonafide performance of the project by the student to be enclosed.</li> <li>• An undertaking by the student to the effect that the work is independently carried out by him/her.</li> <li>• The certificate from the organization if applicable (if its Freelance project, certificate is not required and internal guide can issue a certificate for successful completion).</li> </ul>			

- Acknowledgement
- Executive Summary.

### **Project Report Evaluation:**

- Internal evaluation will be done by the internal guide.
- External valuation shall be done by a faculty members of other PG centres of VTU and for The affiliated institutions projects evaluation done by the faculty member of other institute drawn from VTU affiliated institute or VTU PG Centres with minimum of 10 years experience.
- Viva-Voce / Presentation: A viva-voce examination shall be conducted at the respective Institution where a student is expected to give a presentation of his/ her work.
- The viva –voce examination will be conducted by the respective HOD / Senior faculty of the department and an expert drawn from the VTU affiliated institutes/ VTU PG Centres with minimum of 10 years of experience as appointed by the University.
- Project work carries 100 marks consisting of 50 marks for internal marks by the internal guide, average of 25 marks from both internal and external evaluation and 25 marks for viva-voce examination. Minimum passing marks of the Project work is 50% in each of the components such as Internal Marks, report evaluation and viva-voce examination.
- Format of the project report shall be prepared using the word processor viz., MS Word, Times New Roman font sized 12, on a page layout of A4 size with 1inch margin all sides (1.5inch on left side) and 1.5 line spacing. The Project report shall not exceed 100 pages.
- Submission of Report: Students should submit the Project Report in electronic data form only, in PDF file (Un-editable Format) to the Institute. The Institute in turn shall submit all the CD's of their students along with a consolidated master list as per specialization containing USN, Name of the student, and Title of the Report to Registrar Evaluation) one week before the commencement of the Theory Examinations or as per notification given for this purpose.
- Plagiarism: Plagiarism is considered as academically fraudulent, and an offence against University academic discipline. The University considers plagiarism to be a major offence, and subject to the corrective procedures. It is compulsory for the student to get the plagiarism check done before submission of the project report. Plagiarism of up to 25% is allowed in the project work and report should consist 75% of original content/work.
- Publication of Research Findings: Students are expected to present their research findings in Seminars/ Conferences/ Technical/ Management Fests or publish their research work in Journals in association with their Internal Guide. Appropriate Weightage should be given to this in the internal evaluation as well as in the viva voce examination of the project report.

### **CONTENTS OF THE INTERNSHIP REPORT**

- Cover page
- Certificate from the Organization (scanned copy if applicable)

- Certificate from the guide, HOD and Head of the Institution (scanned copy) indicating bonafide performance of Project by the student
- Declaration by the student (scanned copy)
- Acknowledgement
- Table of contents
- List of tables and graphs
- Executive summary

### **Chapter 1: Introduction**

Introduction, Industry profile and company profile: Promoters, vision, Mission & Quality Policy. Products / services profile areas of operation, infrastructure facilities, competitor's information, SWOT Analysis, Future growth and prospects and Financial Statement.

### **Chapter 2: Conceptual background and Literature review**

Theoretical background of the study, Literature review with research gap (with minimum 20 literature reviews).

### **Chapter 3: Research Design**

Statement of the problem, Need for the study, Objectives, Scope of the study, Research methodology, Hypotheses, Limitations, Chapter scheme.

### **Chapter 4: Analysis and Interpretation**

Analysis and interpretation of the data- collected with relevant tables and graphs. Results obtained by the using statistical tools must be included.

### **Chapter 5: Findings, Conclusion and Suggestions**

Summary of findings, Conclusion and Suggestions / Recommendations

**Bibliography:** Books, Articles names, etc. to be mentioned as per APA style.

**Annexure:** Relevant to the project such as figures, graphs, photographs etc.,

**Rubrics for Project Work (Common to core and Dual Specializations)- 22MBAPR 407**

Sl.No.	Evaluation Type	Particulars	Marks
1	CIE	Internal Assessment by the Guide- Based on three Presentations by Students	50
2	SEE	Report Evaluation by the Guide & External Examiner Average of the marks awarded by the two Examiners shall be the final evaluation marks for the Dissertation.	25
3	SEE	Viva-Voce Examination to be conducted by the Guide and an External examiner from the Industry/ Institute (Joint Evaluation)	25
<b>Total</b>			<b>100</b>

**Rubrics for Project Evaluation and Viva voce Examination****A. Internal Assessment by the Guide- Based on three Presentations by Students**

Sl.No.	Aspects	Marks
1	First Presentation	5
2	Second Presentation	5
3	Third Presentation	5
4	Introduction and Methodology	5
5	Industry and Company Profile	5
6	Theoretical background of study	5
7	Data analysis and interpretation	10
8	Summary of findings, suggestions and conclusion	10
<b>Total</b>		<b>50</b>

**B. Report Evaluation by the Guide & External Examiner. Average of the marks awarded by the two Examiners shall be the final evaluation marks for the Dissertation.**

Sl.No.	Aspects	Marks
1	Introduction & Relevance of the project	5
2	Conceptual background and literature review	5
3	Research design	5
4	Analysis and interpretation	5
5	Summary of findings, suggestions and conclusion	5
<b>Total</b>		<b>25</b>

**C. Viva-Voce Examination to be conducted by the HOD/ Guide and an External examiner from the Industry/ Institute (Joint Evaluation)**

Sl.No.	Aspects	Marks
1	Presentation and Communication Skills	5
2	Subject knowledge	5
3	Objectives of the study and Methodology	5
4	Analysis using statistical tools and statistical packages	5
5	Findings and appropriate suggestions	5
<b>Total</b>		<b>25</b>

### MARKS SHEET FORMATS

#### 1. Internal Assessment by the Guide- Based on three Presentations by Students

Visvesvaraya Technological University

Marks Sheet for MBA Project Work (22MBAPR407)

Name of the College:

College Code:

Internal Marks Allocation for Project Work (22MBAPR407)

Sl.No.	Aspects	Marks
1	First Presentation	5
2	Second Presentation	5
3	Third Presentation	5
4	Introduction and Methodology	5
5	Industry and Company Profile	5
6	Theoretical background of study	5
7	Data analysis and interpretation	10
8	Summary of findings, suggestions and conclusion	10
<b>Total</b>		<b>50</b>

### Marks Sheet

Sl.No.	USN	1	2	3	4	5	6	7	8	Total
1										
2										
3										
4										
5										

Signature of the Internal Guide with Name, Address & Date

**Note:**

1. Total Internal Evaluation Marks of the Project report should be sent along with the other subject internal marks and the above marks sheet should be maintained by the Department/Institution for verification on demand.
2. Total Internal Evaluation Marks of the Project report should be uploaded to VTU by the Internal guide after thorough evaluation of the project report and the copy of the mark sheet downloaded after the entry must be maintained in the department as well as sent to VTU along with the remuneration bill.

**2. Report Evaluation by the Guide & External Examiner.**

**Average of the marks awarded by the two Examiners shall be the final evaluation marks for the Dissertation.**

**Visvesvaraya Technological University**

**Marks Sheet for MBA Project Work (22MBAPR407)**

**Name of the College:**

**College Code:**

**External Evaluation Marks Allocation for Project Work (22MBAPR407)**

<b>Sl.No.</b>	<b>Aspects</b>	<b>Marks</b>
<b>1</b>	Introduction & Relevance of the project	<b>5</b>
<b>2</b>	Conceptual background and literature review	<b>5</b>
<b>3</b>	Research design	<b>5</b>
<b>4</b>	Analysis and interpretation	<b>5</b>
<b>5</b>	Summary of findings, suggestions and conclusion	<b>5</b>
<b>Total</b>		<b>25</b>

**Marks Sheet**

<b>Sl.No.</b>	<b>USN</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Total</b>
<b>1</b>							
<b>2</b>							
<b>3</b>							
<b>4</b>							
<b>5</b>							

**Signature of External Examiner with affiliation**

**Note:**

1. Total External Evaluation Marks of the Project report should be uploaded to VTU by the External examiner appointed by VTU after thorough evaluation of the project report and the copy of the mark sheet downloaded after the entry must be sent to VTU along with the remuneration bill.

**3. Viva-Voce Examination to be conducted by the HOD/ Guide and an External examiner from the Industry/ Institute (Joint Evaluation)**

**Visvesvaraya Technological University**

**Marks Sheet for MBA Project Work (22MBAPR407)**

**Name of the College:**

**College Code:**

**Viva voce Marks Allocation for Project Work (22MBAPR407)**

**(Viva voce conducted by HOD/Internal Guide and an Expert from VTU.)**

<b>Sl.No.</b>	<b>Aspects</b>	<b>Marks</b>
<b>1</b>	Presentation and Communication Skills	<b>5</b>
<b>2</b>	Subject knowledge	<b>5</b>
<b>3</b>	Objectives of the study and Methodology	<b>5</b>
<b>4</b>	Analysis using statistical tools and statistical packages	<b>5</b>
<b>5</b>	Findings and appropriate suggestions	<b>5</b>
<b>Total</b>		<b>25</b>

**Marks Sheet**

<b>Sl.No.</b>	<b>USN</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>Total</b>
<b>1</b>							
<b>2</b>							
<b>3</b>							
<b>4</b>							
<b>5</b>							

**Signature of Internal Examiner**

**Signature of External Examiner with affiliation**

**Note:** Marks may be finalized based on the joint evaluation by internal examiner and External examiner.

**Schedule to be followed before commencement of Project**

Activity	Timeline	Remarks
<b>Identifying the organization Problem identification</b>	First week	Student individually identifies an organization OR identifies problem for his/her study, according to his/her interest.
<b>Problem statement Research Design</b>	Second week	His/ Her interests are discussed with project guides. Discussion with Internal Guide to decide on suitable design for the research
<b>Synopsis Preparation</b>	Third week	Preparation of Synopsis* & formulating the objectives
<b>Presentation of Synopsis</b>	Fourth Week	The student will present the synopsis with the detailed execution plan to the Internal Guide and HOD who will review and may: a. Approve b. Approve with modification or c. Reject for fresh synopsis
<b>Approval Status</b>	Fifth & Sixth week	The approval status is submitted to HOD who will officially give concurrence for the execution of the Project

**Synopsis: Three page hard copy to be submitted to the HOD with the signatures of the Guide and the student**

Page 1	Title, Contact Address of student- with details of Internal and External Guide (if applicable).
Page 2	Short introduction with objectives and summary (300 words). Review of Articles / Literature about the topic with source of information.
Page 3	Time Activity Chart.

**Schedule to be followed during Project work**

Activity	Timeline	Remarks
Understanding Structure, Culture and functions of the organization /identifying of business problem from the Industry from the literature study	1 <sup>st</sup> of Project	Student should understand products/services and the problems of the organization.
Preparation of Research design and Research instrument for data collection	2 <sup>nd</sup> week of Project	Discussion with the guide for finalization of research design and instrument in his/her domain and present the same to the guide. (First Presentation).
Data collection	3 <sup>rd</sup> week of Project	Data collected to be edited, coded, tabulated and presented to the guide for suggestions for analysis. (Second Presentation).
Analysis and finalization of report	4 <sup>th</sup> & 5 <sup>th</sup> week of project	Students must use appropriate and latest statistical tools and techniques for analyzing the data. (It is must to use of Statistical Package whose result should be shown in the report) (Third Presentation).
Submission of Report	6 <sup>th</sup> week of Project	Final Report should be submitted to the University before one week of the commencement of theory examination.



### **Formats for Project Report and Evaluation**

- Format of Cover Page
- Format of certificate by Company/Institution or from both
- Format of Declaration Page
- Format of Contents
- Format of List of Tables and Charts
- Format of Bibliography
- Format for Internal Evaluation, External Evaluation and Viva voce

**(Title of the Report)**

**Submitted by**

**(Student Name)  
(USN)**

**Submitted to**

**VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAVI  
In partial fulfillment of the requirements for the award of the degree of**

**MASTER OF BUSINESS ADMINISTRATION**

**Under the guidance of**

**INTERNAL GUIDE  
(Name & Designation)**

**EXTERNAL GUIDE  
(Name & Designation)**

**(Institute Logo)**

**Department of MBA**

**(Institute Name with Address)**

**(Month & Year of submission)**

### CERTIFICATE

This is to certify that (Name of the Student) bearing USN (xxxx), is a bonafide student of Master of Business Administration course of the Institute (Batch), affiliated to Visvesvaraya Technological University, Belgaum. Project report on “(Title of Report)” is prepared by Him/her under the guidance of (Name of the Guide), in partial fulfillment of the requirements for the award of the degree of Master of Business Administration of Visvesvaraya Technological University, Belagavi Karnataka.

**Signature of Internal**

**Guide Signature of HOD**

**Signature of Principal**

### DECLARATION

I, (Student Name), hereby declare that the Project report entitled “(Title)” with reference to —(Organization with place) prepared by me under the guidance of (Guide Name), faculty of M.B.A Department, (Institute name) and external assistance by (External Guide Name, Designation and Organization). I also declare that this Project work is towards the partial fulfillment of the university Regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belagavi. I have undergone a summer project for a period of Twelve weeks. I further declare that this Project is based on the original study undertaken by me and has not been submitted for the award of any degree/diploma from any other University / Institution.

**Place:**

**Signature of the Student**

**Date:**

#### Table of Contents

Sl.No.	Contents	Page No's.
<b>Executive Summary</b>		
Chapter-1	Introduction	XXXXXXXXXXXX
Chapter-2	Industry and Company profile	XXXXXXXXXXXX
Chapter-3	Theoretical Background of the Study	XXXXXXXXXXXX
Chapter-4	Data Analysis and interpretation	XXXXXXXXXXXX
Chapter-5	Summary of Findings, suggestions and Conclusion	XXXXXXXXXXXX
<b>Bibliography</b>		
<b>Annexures</b>		

#### List of Tables

Sl.No	Particulars	Page No's.
1	Table showing ABC Analysis	XXXXXX
2	Table showing FSN Analysis	XXXXXX

#### List of Figures/ Charts/ Graphs

Sl.No.	Particulars	Page No's.
1	Graph showing ABC Analysis	XXXXXX
2	Graph showing FSN Analysis	XXXXXX

**RUBRICS FOR INTERNSHIP 22MBAIN 307**

Sl.No.	Evaluation Type	Particulars	Marks
1	CIE	Assessment by the Guide- Interaction with the student by Seminars, etc.,	25
2	CIE	Report Evaluation by the Guide	25
3	SEE	Viva-Voce Examination to be conducted by the Guide and an External examiner from the Industry/Institute	50
<b>Total</b>			<b>100</b>

**MARK SHEET FOR VIVA VOCE EXAMINATION (SEE)**

Visvesvaraya Technological University  
Name of the Institution  
Name of the Department  
Course Code: 22MBA IN 307 and Course Title: Internship

Sl.No.	Aspects	Marks
1	Introduction and Understanding the Industry	5
2	Understanding the Corporate Functions/Company profile	10
3	Mckensy's 7S framework and Porter's Five Force Model	10
4	SWOT/SWOC analysis justification	10
5	Financial statement analysis	5
6	Learning experience	10
<b>Total</b>		<b>50</b>

**Marks Sheet for Internship Viva Voce examination**

Sl.No.	USN	1	2	3	4	5	6	Total
1								
2								
3								
4								
5								

Signature of Internal Examiner  
Name and Designation with affiliation

Signature of External Examiner  
Name and Designation with affiliation

